

un Projects

Media Kit

2019

PRINT

un Magazine

6,000+ annual print-run (3,000+ per issue)

2 issue per year (May/Oct 2019).

Free & distributed Australia-wide and internationally.

Full colour, high-quality print.

Exceptional design aesthetic.

Artistic excellence.

Independent editorial.

ONLINE

un Magazine + un Extended

9,500 unique visits every month

Free & easily accessible.

New content monthly.

Reviews, dispatches, conversations.

High-quality content, responsive design.

Genuine engagement with independent Australian art.

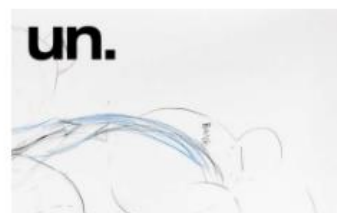
NEWSLETTER

1,700+ subscribers

Monthly email, direct to subscribers.



TOTAL REACH 120,000+



COMMUNITY & AUDIENCE

Our community is engaged, loyal, ambitious, growing.

Our readers are artists, practitioners, writers, curators, gallery directors, cultural producers, librarians, editors, publishers, art collectors, art admirers, art enthusiasts.

un Magazine is an essential resource for arts students, academics and institutions.

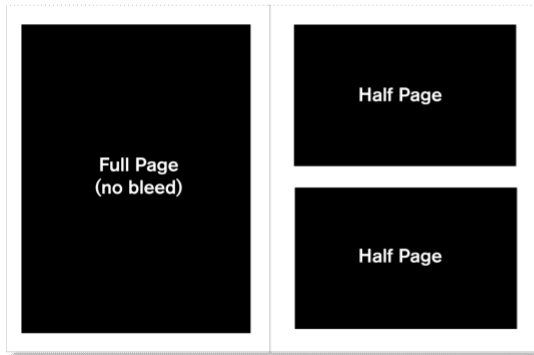
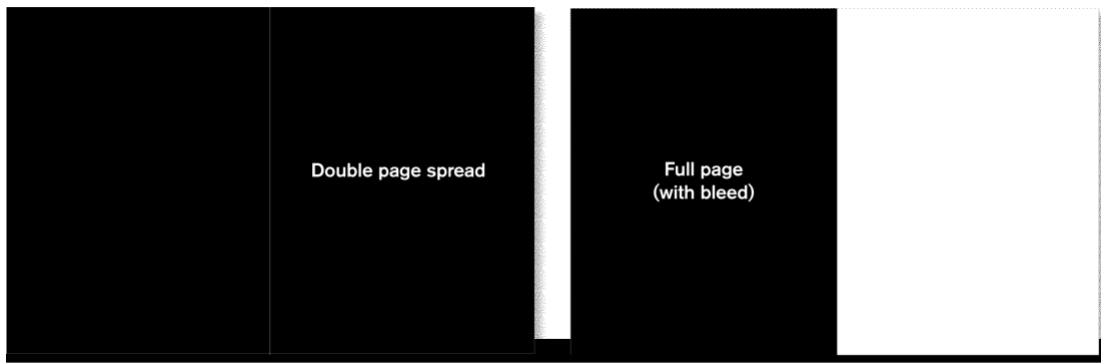
ADVERTISING RATES & SPECS

PRINT RATES

Readership of 12,000+ annually

Full colour, high-quality print advertising, in the front or back section of the magazine, as per the rates below. Full-page ads may be supplied with or without bleed, at your discretion. We are also pleased to offer package deals on advertising across both issues of each annual volume:

Double-page spread (front)	\$1320 (one issue) / \$2200 (both issues)
Full Page (front)	\$770 (one issue) / \$1320 (both issues)
Full Page (back)	\$660 (one issue) / \$1100 (both issues)
Half Page (back)	\$330 (one issue) / \$550 (both issues)



We can also offer design assistance; please contact us at sarahgory@unprojects.org.au to discuss a brief and quote.

DEADLINES (ISSUE 13.1)

1. Advertising bookings due 25 February 2019
2. Artwork is due on or before 11 March 2019
3. *un Magazine* issue 13.1 will be published and distributed in May 2019

DEADLINES (ISSUE 13.2)

1. Advertising bookings due 26 August 2019
2. Artwork is due on or before 9 September 2019
3. *un Magazine* issue 13.2 will be published and distributed in October 2019

DIGITAL RATES

9,500+ visitors monthly

Full colour, click-through digital advertising at unprojects.org.au.

Banner (homepage): 970px w x 150px h (height is flexible)

Tile (reviews page): 300px w x 300px h (height is flexible)

2 weeks	\$150
4 weeks	\$300
6 weeks	\$400
3 months	\$750

For tailored digital campaigns (including newsletter advertising and specific timeframes) please contact us directly at sarahgory@unprojects.org.au.

PRINT & ONLINE

For full exposure and maximum reach we're please to offer print & digital bundles.

Full page (front) + Banner (6 weeks) \$1000 (one issue) / \$1,800 (both issues)

Full page (back) + Banner (6 weeks) \$900 (one issue) / \$1,600 (both issues)

Half page (back) + Banner (4 weeks) \$600 (one issue) / \$1000 (both issues)

For tailored bundles please contact us directly at sarahgory@unprojects.org.au.

NEWSLETTER

Monthly newsletter with 1,700 subscribers

Full colour click through advertising delivered straight to our subscribers' inbox alongside new monthly content.

Display banner (600px w x 300px h)	\$100
Display banner + copy (up to 100 words)	\$150
Display banner x 3	\$250
Display banner + copy x 3	\$350

Issue	Artwork deadline	Publication date
January	28 Jan	31 Jan
February	25 Feb	28 Feb
March	25 March	28 March
April	22 April	25 April
May	27 May	30 May
June	24 June	27 June
July	22 July	25 July
August	26 Aug	29 Aug
September	23 Sept	26 Sept
October	28 Oct	31 Oct
November	25 Nov	28 Nov
December	16 Dec	19 Dec

SPECIFICATIONS

Please format your advertisement for publication and submit to un Magazine according to the following specifications:

File Type

Adobe PDF or EPS (all fonts outlined) All artwork: CMYK colour

* Please print off your own proof to ensure all images are embedded

Double-Page Spread (with bleed)

Trim Size 244mm high x 332mm wide (plus 3mm bleed to fill page)

Artwork to be supplied 250mm high x 338mm wide @ 300dpi, CMYK

Landscape format only

Full Page (with bleed)

Trim Size: 244mm high x 166mm wide (plus 3mm bleed to fill page)

Artwork to be supplied 250mm high x 172mm wide @ 300dpi, CMYK

Portrait format only

Full Page (no bleed)

Artwork to be supplied 228mm high x 148mm wide @ 300dpi, CMYK

(leaves 8mm top, bottom and outside margins, and a 10mm inside margin)

Portrait format only

Half Page (no bleed)

Artwork to be supplied 110mm high x 148mm wide @ 300dpi, CMYK

Landscape format only

What is *un Projects*?

un Projects is an artist-led organisation that exists to generate and promote critical dialogue around independent Australian contemporary art.

un Magazine is our flagship publication – a free, independent contemporary art journal, published bi-annually and distributed in print and online. It is Australia's leading publication for engaged arts discourse, showcasing the best emerging and established voices in the Australian arts. *un Extended* is our digital arm, publishing monthly reviews of independent art shows, interviews with innovative practitioners, podcast and video projects, and dispatches from across Australia leading contemporary dialogue around independent art.

Who reads it?

With an average print run of 5,000 copies per issue, *un Magazine* finds itself in the hands of over 12,000 people each year. As the only Australian print magazine dedicated to critical, independent arts writing and discourse, *un Magazine* is a key resource for artists, arts students, lecturers, professors, gallery directors, curators, and cultural producers.

un Extended allows us to broaden our reach, with up to 6,000 unique visitors monthly, reaching over 70,000 readers annually. Visitors reach us from Australia, New Zealand, New York, LA, London as well as Hong Kong, Berlin, Singapore, Paris, Taiwan, Japan.

Where can you find it?

un Magazine will be published in May and November 2018. Printed in Melbourne, it is distributed via major contemporary arts spaces, art organisations, galleries, key artist-run initiatives, and education institutions around Australia, and selected outlets internationally. *un Magazine* is also published on unprojects.org.au.

ACT

Canberra Contemporary Art Space (CCAS)
M16 Artspace

NEW SOUTH WALES

FirstDraft
Artspace
Galerie pompom
ALASKA Projects
Boomalli Aboriginal Art Gallery
4A Centre for Contemporary Asian Art
Verge Gallery
Campbelltown Arts Centre

NORTHERN TERRITORY

Northern Centre for Contemporary Art (NCCA)
Watch This Space

TASMANIA

Contemporary Art Tasmania

QUEENSLAND

GOMA Bookstore
Boxcopy
Institute of Modern Art

SOUTH AUSTRALIA

Adelaide Central School of Art
ACE Open
FELTspace
Sister Gallery

VICTORIA

Blak Dot Galley
Blindside
Footscray Community Arts Centre
World Food Books
Counihan Gallery
Trocadero Art Space
West Space
VCA Margaret Lawrence Gallery
Kings ARI
Gertrude Contemporary

Bus Projects

Seventh Gallery
Centre for Contemporary Photography (CCP)
Craft Victoria
RMIT Design Hub
George Paton Gallery
Shepparton Art Museum (SAM)
Monash University Museum of Art (MUMA)
RMIT:ART:INTERSECT
Australian Centre of Contemporary Art (ACCA)

WESTERN AUSTRALIA

Perth Institute for Contemporary Arts (PICA)
Fremantle Arts Centre (FAC)
MOANA

NEW ZEALAND

Artspace NZ
Blue Oyster
The Physics Room

Why advertise with us?

As Australia's longest running and most respected contemporary independent arts journal, advertising with *un Magazine* allows you to reach right into the heart of Australia's arts community, connecting directly with artists, writers, editors, curators, academics, collectors.

High exposure

Make yourself and your organisation known to the best artists and arts organisations Australia-wide. As an independent publication with a strong and loyal readership, *un Magazine* is Australia's most loved and widely read independent contemporary art publication.

With over 3000 copies of each issue distributed nationally (and a few more internationally), *un Magazine* provides targeted and trusted advertising to over 12,000 people each year.

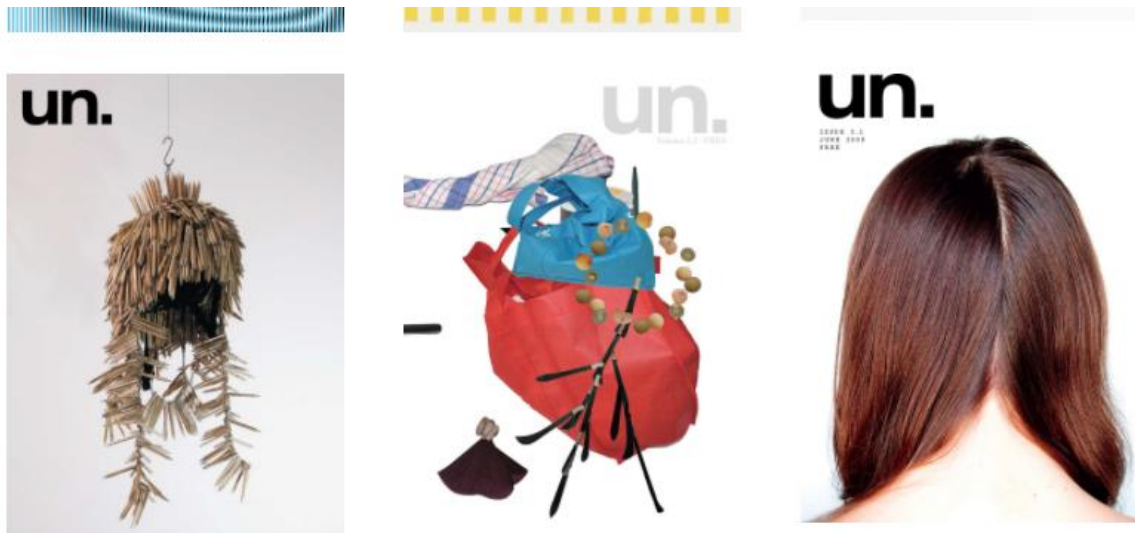
The feel-good factor

Advertising in *un Magazine* is great way to support artists and art writing in Australia. *un Projects* is a not-for-profit organisation that primarily relies on government funding support. Advertising in *un Magazine* supports the arts community by enabling us to pay writer and artist fees. Ultimately, advertising in *un Magazine* ensures that the magazine remains free and continues to be widely distributed nationally.

Questions?

If you have any questions, need more information, or would like to discuss options for advertising in *un Magazine* or on unprojects.org.au, please contact the *un Projects* General Manager:

Sarah Gory
sarahgory@unprojects.org.au
0401 210 641



SUBSCRIBE

Often miss out on picking up your free copy of *un Magazine*? Can't get to one our *un Magazine* distribution points? Want to get multiple copies of *un Magazine* for your library or organisation?

We can post *un Magazine* directly to your home or work.

Subscribing to *un Magazine* is a good thing. Like advertising, your pre-order will help *un Projects* continue to publish *un Magazine*, pay our editors, artists and writers and distribute it around Australia for free.

RATES & DELIVERY

Delivery anywhere within Australia:

\$15 – one copy

\$20 – two copies

\$50 – Box of 50*

For postage to counties outside Australia and New Zealand please contact:
sarahgory@unmagazine.org.au

Delivery anywhere within New Zealand:

\$20 – one copy

\$25 – two copies

\$100 – Box of 50*

**Subject to availability – early subscriptions are encouraged*



